INTERNATIONAL LIBRARY STYLEGUIDE 2015/2016

NICKTOONS

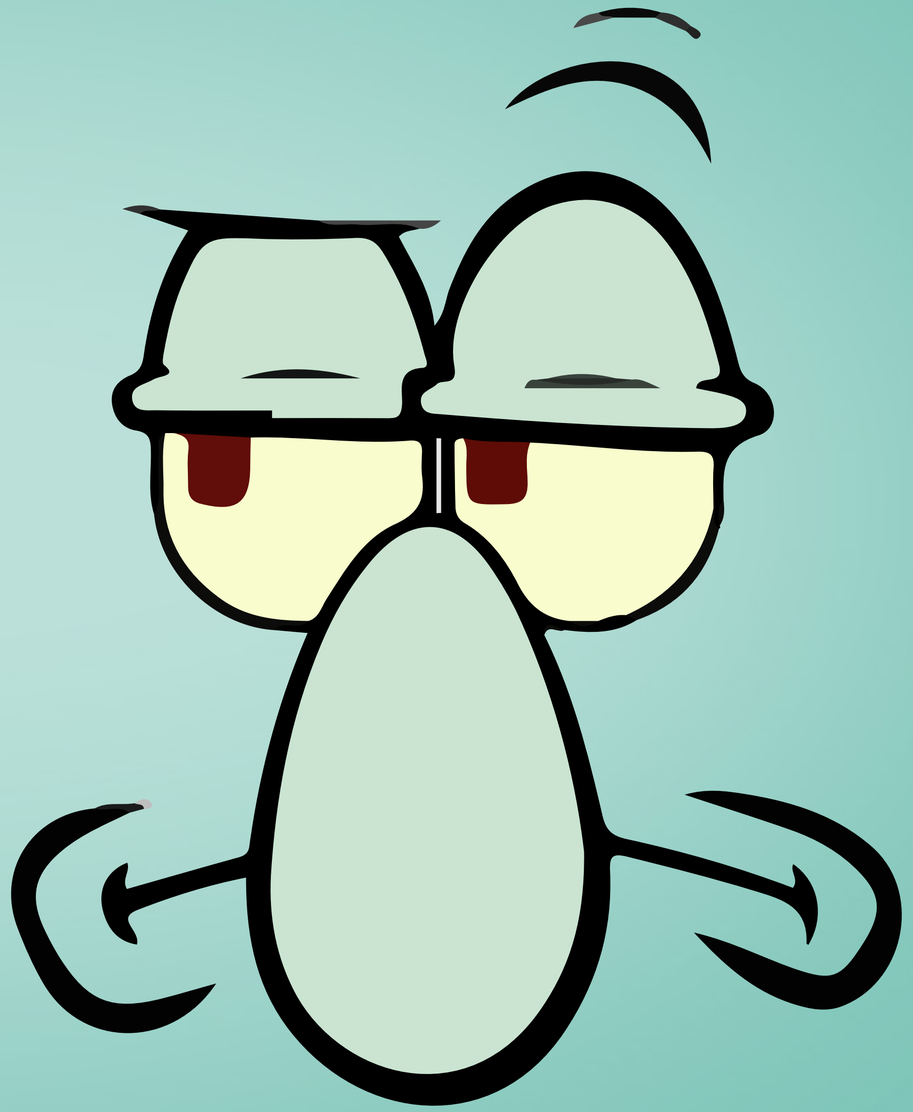
NICKTOONS: INTERNATIONALLY FUNNY!

THIS CHANNEL DESIGN PACKAGE IS CRISP, CLEAN, AND CLEAR. IT FOCUSES OUR VIEWERS ON ONE THING; OUR IP.

IF THE EYES ARE THE WINDOW TO THE SOUL THEN OUR CHARACTERS EYES ARE THE WINDOWS TO OUR BRAND. PAGE THRU THE GUIDE, THERE ARE PLENTY OF ELEMENTS TO WORK WITH AND ITS EASY TO ADD ON TO.

REMEMBER - THIS IS THE GUIDE FOR THE NICKTOONS CHANNELS THAT ARE MORE “LIBRARY” FOCUSED. THERE’S NO GENDER SLANT IN THIS GUIDE, ITS FANTASTIC FOR GIRLS AND BOYS. THE NICKTOONS US STYLE GUIDE IS DECIDEDLY SKEWED BOY - SO IF THAT’S WHAT YOU’RE LOOKING FOR, NO NEED TO READ ON!

ANY QUESTIONS? REACH OUT TO RICHARD BARRY OR JESSE GAMMAGE IN THE NICK INTERNATIONAL CREATIVE TEAM.



ATTRIBUTES

- CONTENT SHOULD MODEL INCLUSIVE ENVIRONMENTS, REFLECTING PHYSICAL, RACIAL, RELIGIOUS AND ETHNIC TOLERANCE AND DIVERSITY, AS WELL AS AVOID STEREOTYPING OF ANY KIND
- CONTENT CAN CONTAIN VIOLENCE BUT IT MUST BE AGE-APPROPRIATE INHERENT TO STORYLINES AND NOT EXCESSIVE OR GRATUITOUS
- SERIOUS ISSUES (E.G., ILLNESS, DISABILITY, DEATH, DIVORCE) SHOULD BE TREATED WITH SENSITIVITY
- CONTENT MAY NOT PRESENT DEROGATORY OR OFFENSIVE LANGUAGE
- CONTENT MAY NOT GLAMORIZE HARMFUL OR ILLEGAL BEHAVIORS (E.G., SMOKING, GUNS)

nick TOONS
LOGO

LOGO

CMYK

C:0% M:55% Y:99% K:0%

C:7% M:0% Y:92% K:0%

RGB

R:255 G:103 B:0

R:245 G:234 B:38

Key:

ALL LOGO'S ACROSS BUMPERS, ENDPAGES, EARCONS AND ID'S LIVE IN THE EXACT SAME POSITION.

The default Logo:

THE LOGO IN ITS DEFAULT STATE IS USED AS THE CHANNEL BUG AND WHEN THE BRAND IS NOT PUSHING A SINGLE PROPERTY BUT SEVERAL. IN MOST CASES THE LOGO WILL TRANSITION BACK TO THIS DEFAULT LOGO.

NICK IS ALWAYS ORANGE UNLESS IT'S ON ORANGE THEN IT CAN BE WHITE.

FACE LOGOS

THE CHARACTER'S FACES BECOME THE BACKGROUND AND CREATE THE LOGO. USED FOR KEY SHOWS AND HERO CHARACTERS WHERE POSSIBLE.

Rules:

- CHARACTERS MUST HAVE TWO EYES.
- EYES MUST LINE UP WITH THE T AND N OF TOONS.
- EXPRESSIONS FACING FORWARD ARE PREFERABLE, ALTHOUGH SOME CHARACTERS WORK ON AN ANGLE WHERE BOTH EYES CAN BE SEEN.
- BACKGROUND MUST TAKE ON THE COLOUR OF THE CHARACTER.

HEAD LOGOS

THE CHARACTER'S HEAD SITS ON TOP OF THE BACKGROUND TO MAKE THE LOGO.

Rules:

- CHARACTERS MUST HAVE TWO EYES.
- EYES MUST LINE UP WITH THE T AND N OF TOONS.
- EXPRESSIONS FACING FORWARD ARE PREFERABLE, ALTHOUGH SOME CHARACTERS WORK ON AN ANGLE WHERE BOTH EYES CAN BE SEEN.
- BACKGROUND MUST TAKE ON THE COLOUR OF THE CHARACTER.

GENERIC EYES LOGOS

SPONGEBOB IS OUR BIGGEST BRAND AMBASSADOR. HIS FEATURES ARE ICONIC AND INSTANTLY RECOGNIZABLE AS WELL AS BEING PERFECTLY ROUND. SO WITH ALL THIS IN MIND, WE'VE CHOSEN HIS EYES, WHEN ACCOMPANIED BY NO OTHER FEATURES, TO BE THE GENERIC EYES FOR WHEN WE NEED ANIMATION IN A GENERIC SCENARIO.

Rules:

- MUST BE PLAIN SPONGEBOB EYES.
- EYES MUST LINE UP WITH THE T AND N OF TOONS.
- BACKGROUND MUST TAKE ON THE COLOUR OF THE CHARACTER.

nicktoons
FONT

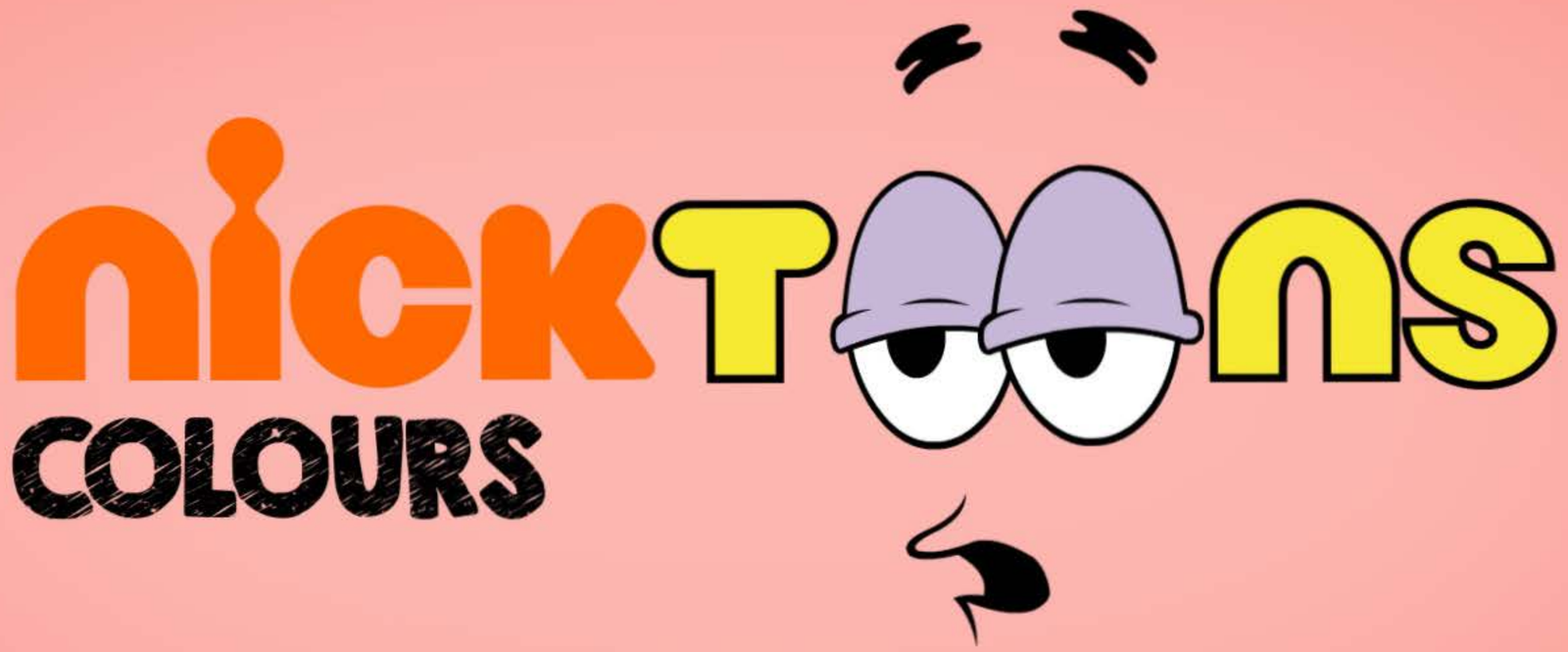
FONT

Tune in font : **GROTA CAPS**

NOW NEXT MORE LATER

Show font : **KG VESSEL BROKEN SKETCH**

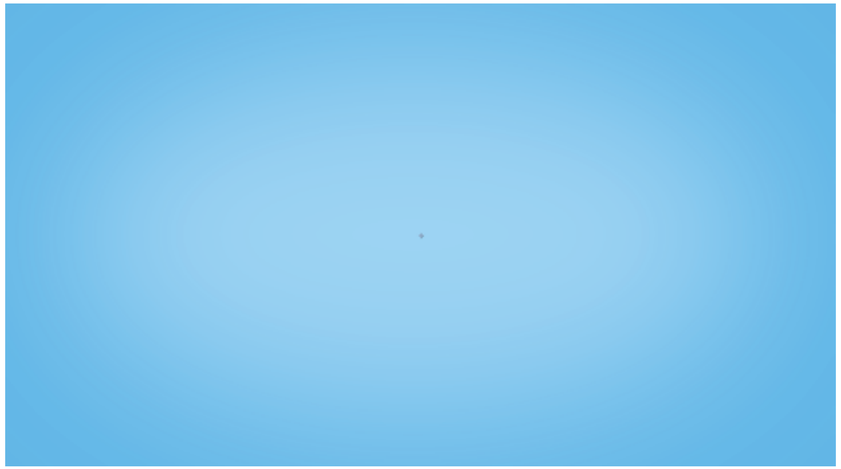
SPONGEBOB SQUAREPANTS


nicktoons
COLOURS

GENERIC COLOURS

GENERIC BLUE

RAMP: R:98 G:182 B:230 to R:156 G:210 B:242



GENERIC GREEN

RAMP: R:118 G:192 B:67 to R:169 G:208 B:85

GENERIC ORANGE

RAMP: R:257 G:146 B:42 to R:250 G:167 B:55

GENERIC YELLOW

RAMP: R:247 G:213 B:49 to R:244 G:235 B:55

SHOW COLOURS

BREADWINNERS V1/V2

FAIRLY ODD PARENTS V1

FAIRLY ODD PARENTS V2

FAIRLY ODD PARENTS V3

TEENAGE MUTANT NINJA TURTLES

RABBIDS V1/V2

ROBOT & MONSTER V1

ROBOT & MONSTER V2

ROCKET MONKEYS V1

ROCKET MONKEYS V2

SPONGEBOB V1

SPONGEBOB V2

SPONGEBOB V3

SANJAY & CRAIG V1

SANJAY & CRAIG V2

nicktoons EARCONS

Earcons

Vision:
A SEQUENCE OF CUTS BETWEEN DIFFERENT FACIAL EXPRESSIONS OF A CHARACTER.

Audio:
NICKELODEON'S MNEMONIC JINGLE CREATED WITH CHARACTER SOUNDS FROM THE CHOSEN CHARACTER.

Note:
ONE CHARACTER PER EARCON

Duration:
3 AND 2 SECONDS.

nick TOONS
BUMPERS

BUMPERS

FACE

HERO SHOWS USE ANIMATED CHARACTER FACES.

CLIP

SECONDARY SHOWS USE CLIP WINDOWS.

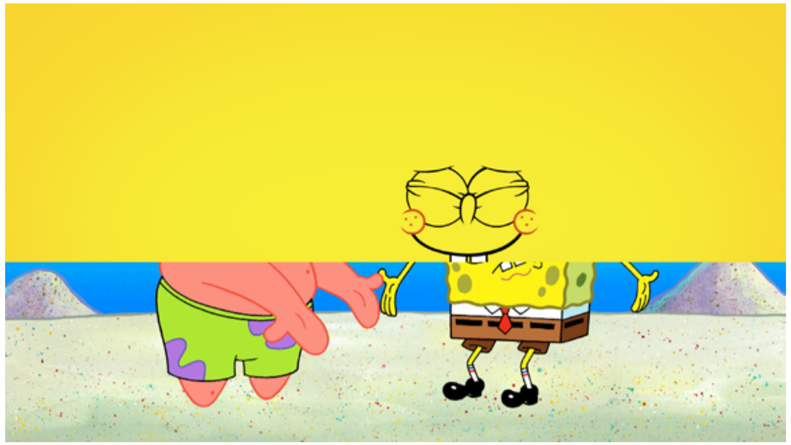
HEAD

WHERE TIME IS TIGHT STATIC HEADS CAN BE USED IN PLACE OF FACES.

PROMO END PAGES

PROMO END PAGES

SHOW

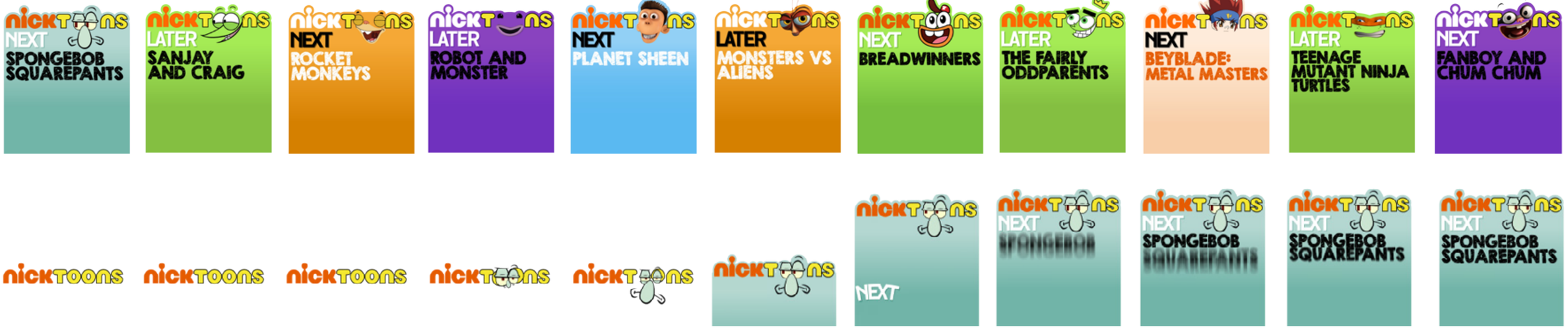


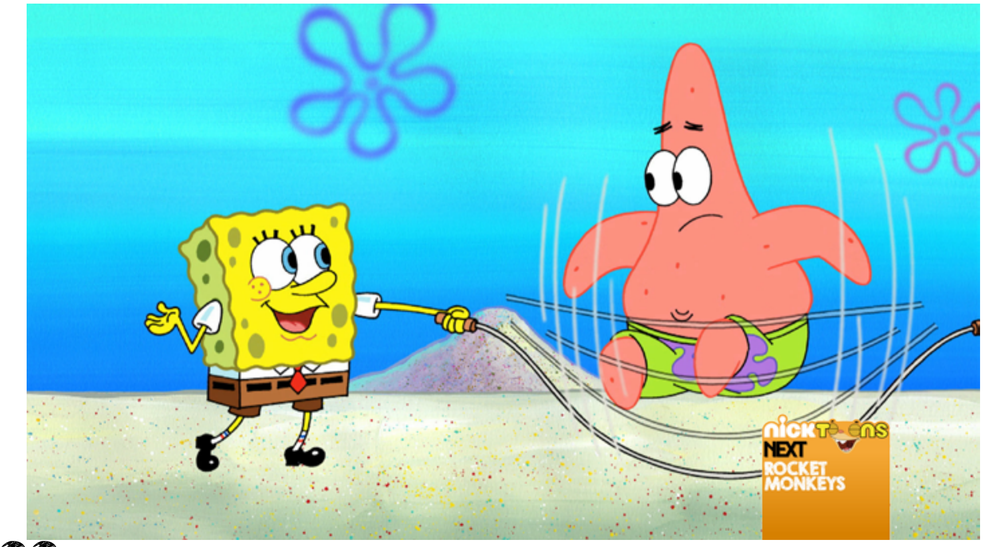
GENERIC

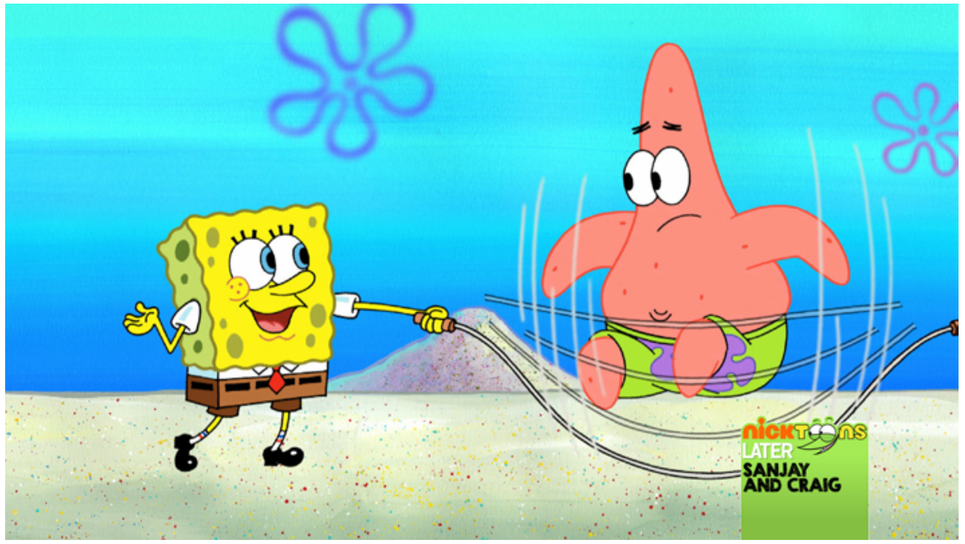
POP UPS

NEXT & LATERS

NEXTS







Note:

DUE TO THE SIZE OF THE TEXT THE FONT GROTA CAPS HAS BEEN TWEAKED ON THE WORDS NEXT AND LATER TO MAKE IT MORE LEGIBLE.

TUNE IN STICKERS

nicktoons
BUGS

BUGS: NEW

New:

Subtitled:

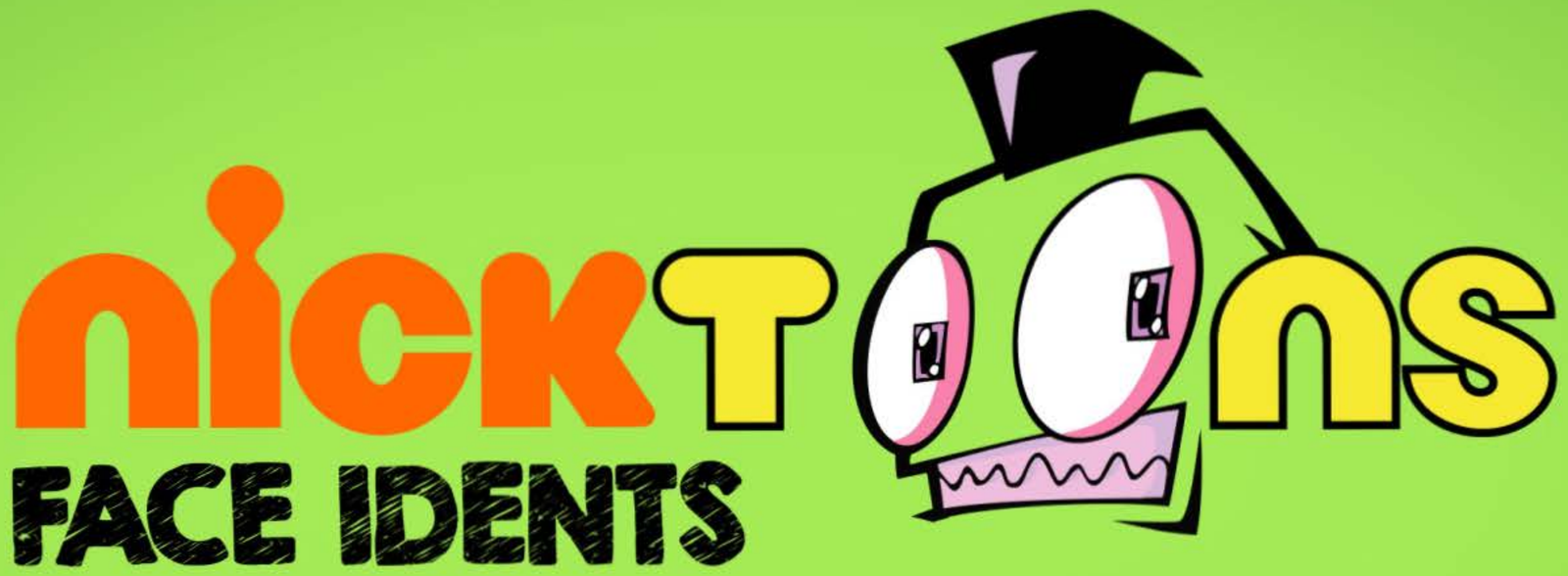
Channel Bug URL:

nicktoons
LOWER THIRD

LOWER THIRD

Web:

App:


nicktoons
FACE IDENTS

FACE IDENTS

MULTIPLE CHARACTER THEMED REACTIONS – SCREAMING, LAUGHING OR FARTING.
DURATION: 10 SECONDS AND 5 SECONDS

SCREAM

Other Versions Available:
LAUGH, FUNNY FACE, FART AND CHAT

nickTOONS
100% TOONS

100% TOONS

Robot And Monster

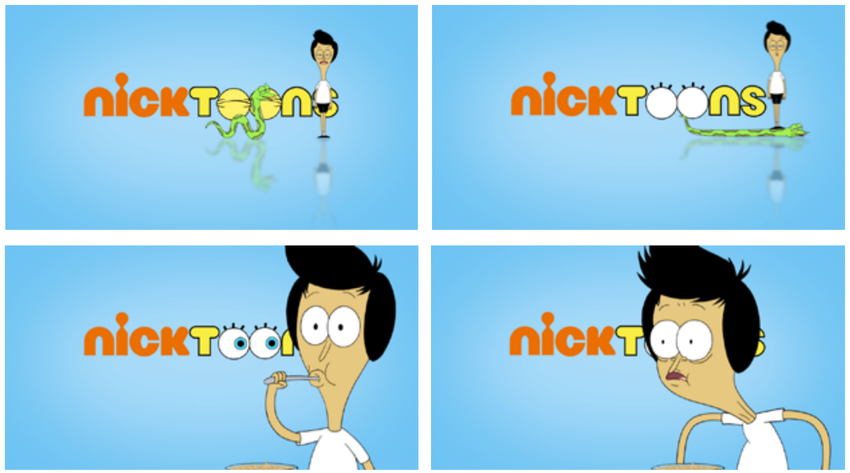
Fairly OddParents

100% TOONS ID'S FEATURE ROTOSCOPES OF THE HERO CHARACTERS RUNNING AROUND THE NICKTOONS LOGO. THE EYES IN THE LOGO FOLLOW AND REACT TO THE CHARACTERS.

DURATIONS: RANGES FROM 3 SECONDS TO 10 SECONDS.

Monsters Vs Aliens

Sanjay And Craig



nicktoons
30 SECONDS
OF FAME

30 SECONDS OF FAME

BESPOKE CHARACTERS ANIMATING AROUND THE DEFAULT LOGO.

DURATIONS: 30, 20 AND 10 SECONDS

nick
TOONS
SEASONAL

SEASONAL

CHRISTMAS

BELOW ARE EXAMPLE OF HOW THE PACKAGE CAN BE THEMED TO A SEASON.

LOGO

CHANNEL BUG

GOBBY GIRL CHRISTMAS

IDENTS & EARCONS